

# India – Meghalay

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The India – Meghalay GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components India could include in a comprehensive tobacco control program.

The India – Meghalay GYTS was a school-based survey of students in standards 8-10, conducted in 2001. A two-stage

cluster sample design was used to produce representative data for all of Meghalay. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 96.0%, the student response rate was 84.7%, and the overall response rate was 81.3%. A total of 2080 students participated in the India – Meghalay GYTS.

### Prevalence

- 18.7% of students had ever smoked cigarettes (Male = 22.8%, Female = 14.2%)
- 43.9% currently use any tobacco product (Male = 54.7%, Female = 32.0%)
- 11.6% currently smoke cigarettes (Male = 16.5%, Female = 6.5%)
- 33.3% currently use other tobacco products (Male = 39.6%, Female = 26.4%)
- 22.2% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 30.1% think boys and 21.5% think girls who smoke or chew tobacco have more friends
- 40.6% think boys and 20.4% think girls who smoke or chew tobacco look more attractive

### Access and Availability - Current Smokers

- 41.7% usually smoke at home
- 54.9% buy cigarettes in a store
- 82.9% who bought cigarettes in a store were NOT refused purchase because of their age

### Environmental Tobacco Smoke

- 79.0% live in homes where others smoke
- 83.7% are around others who smoke in places outside their home
- 52.8% think smoking should be banned from public places
- 47.3% think smoke from others is harmful to them
- 26.0% have most or all friends who smoke

### Cessation - Current Smokers

- 59.3% want to stop smoking
- 45.1% tried to stop smoking during the past year
- 55.9% have ever received help to stop smoking

### Media and Advertising

- 75.2% saw anti-smoking media messages, in the past 30 days
- 89.4% saw pro-cigarette ads on billboards, in the past 30 days
- 66.9% saw pro-cigarette ads in newspapers and magazines, in the past 30 days
- 9.0% have an object with a cigarette brand logo
- 8.4% were offered free cigarettes by a tobacco company representative

### School

- 28.8% had been taught in class during the past year about the dangers of smoking
- 24.0% had discussed in class during the past year reasons why people their age smoke
- 31.6% had been taught in class during the past year the effects of tobacco use

### Highlights

- 44% of students currently use any form of tobacco; 12% currently smoke cigarettes; 33% currently use some other form of tobacco.
- ETS exposure is very high – 8 in 10 students live in homes where others smoke; over 8 in 10 are exposed to smoke in public places.
- Almost half of students think smoke from others is harmful to them.
- Over half of students think smoking in public places should be banned.
- 6 in 10 smokers want to quit.
- 3 in 4 students saw anti-smoking media messages in the past 30 days; 9 in 10 students saw pro-cigarette ads billboards in the past 30 days; 7 in 10 students saw pro-cigarettes ads in newspapers and magazines in the past 30 days.